

Download Quantitative And Statistical Research Methods From Hypothesis To Results

Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. Advantages. Quantitative research design is an excellent way of finalizing results and proving or disproving a hypothesis. The structure has not changed for centuries, so is standard across many scientific fields and disciplines. Quantitative marketing research is the application of quantitative research techniques to the field of marketing. It has roots in both the positivist view of the world, and the modern marketing viewpoint that marketing is an interactive process in which both the buyer and seller reach a satisfying agreement on the "four Ps" of marketing: Product, Price, Place (location) and Promotion. Types of Quantitative Research Methods and Their Contrasting Features. Types of quantitative research methods are widely used today for performing a successful investigation and carrying out of various functions, they are known as the following: